



Lottery & Education Telecommunication Services

P.O. Box 480 • 205 Jefferson Street • Jefferson City, Missouri 65102-0480
Ph: (573) 751-2721 • Toll Free: 1-877-628-1677 • Fax: (573) 526-6793

HISTORY

Lottery and Education Telecommunication Services (LETS) is a partnership between the Missouri Lottery and the Department of Elementary and Secondary Education (DESE). Together, both agencies enjoy the benefits of a broadcast quality video production center featuring a C-band satellite earth station.

Since 1978, DESE's office of Telecommunication Services has provided broadcast quality video production to meet the needs of education. In 1992, we expanded to provide these services to other state agencies, educational institutions and not-for-profit organizations.

Since the beginning of LETS in 1995, our clients have had access to a cost effective C-band uplink center to enhance public information and their staff training opportunities. This earth station is conveniently located in the Jefferson State Office Building in Jefferson City.

STAFF

Selecting the right people for the right job is crucial to the success of any project. When it comes to video production and uplink services, high quality personnel and equipment are critical! By choosing LETS, other state agencies, educational institutions, and not-for-profit organizations can rest assured their teleproduction needs will be handled by seasoned professionals.

In addition to producing video projects in their entirety, LETS staff members and equipment are also available to assist clients seeking specific services. Videography, editing, graphics, computer animation, script writing, voice-over and on-camera talent are only a few of the areas in which LETS can be of service.

The members of the LETS staff offer years of professional video experience in virtually all facets of production. This award-winning staff is experienced and adept at writing, directing, producing, shooting, editing, graphics, uplinking. . . every skill a production may require.

LETS creative achievement awards include: 1996, 1998-2001 Loral Skynet Uplinker of the Year Awards; 1996 and (2) 2000 Telly Awards; 1995 Governor's Award for Quality and Productivity; 1988 and 1992 ITVA Award of Excellence; 1985 Council for Disabilities Commendation Award; 1983 NASEDIO Award of Distinction; 1998 Communicator Crystal Award; and 1999 Communicator Award of Distinction.

C-BAND UPLINK STATION

LETS has the only C-band earth station available in Missouri, outside of the Kansas City and St. Louis metro areas. The uplink provides a very cost effective means for all of our clients (other state agencies, not-for-profit organizations and the private sector) to communicate both directly and interactively. The cost of using the uplink includes transmission, equipment use, technical staff and satellite channel time.

The primary user of the satellite uplink is the Missouri Lottery. The Lottery uplinks its Drawing Show seven days a week from the LETS facility. The Lottery also uses the satellite to uplink video news releases, or VNRs, to television stations across Missouri.

Most Missouri school districts can receive two satellite frequencies: KU-band and C-band. However, KU-band satellite channel costs are more than C-band, and good reception of the KU-band requires more critical tuning at the receiving site — sometimes beyond the expertise of site coordinators. Because of these two impediments, only C-Band transmission is used by LETS.

OTHER SATELLITE USES

- Uplink teleconferences live and invite questions from the audience;
- Pre-tape a meeting or presentation; edit, then uplink the final version;
- Include pre-produced video segments to augment the live studio presentations;
- Uplink a series of teleconferences (live or taped), to meet continuing education units, professional certificates, or higher education credit needs;
- Broadcast live interviews from the Capitol Building or LETS studio;
- Uplink commercial news/sports for networks or stations (through the Missouri Lottery);
- KU to C-band turn around;
- Tape playback on Betacam-SP, 3/4" (U-Matic), DVCAM or DVCPRO formats.

VIDEO PRODUCTION CAPABILITIES

- 21' x 29' Studio equipped with a full array of multicolored backgrounds; colortran tungsten-halogen and VIDESENCE fluorescent lighting;
- 3 Sony CCD studio cameras, each equipped with Sachtler fluid head tripods and Digital teleprompters;
- Avid Xpress Elite; Digital, non-linear post-production suite with Boris FX and Elastic Reality;
- Two complete Beta-SP field production packages (2-Sony DXC-30/PVV-1 digital camcorder);
- On-line and off-line Beta-SP, A/B roll, effects editing suites;
- Ampex ADO digital video effects;
- Computer Graphics: Hi-Res QFX, VMP/Inscriber, Painter, Adobe Photoshop;
- Chyron Max graphics imager/titler;
- C-band satellite uplink;
- 3/4" and Beta-SP inter-format duplication;
- 10 VHS duplication machines.

DOCUMENTARY PRODUCTION FORMATS

A **documentary-style program** will require field production on location to collect information, where program content can be demonstrated effectively, or testimony can be obtained to support processes and examine concerns. A no-frills documentary uses hard-cut editing (no visual effects such as dissolves and no audio mixing). A 15-minute program produced in this straight forward "hard-news" style, will range in cost from \$1,430 to \$5,200.

The major variable in cost is the number of sites required for on-location videotaping. At a cost of about \$630 per day, extra videotaping is a luxury some can't afford. It is best to use as few locations as can effectively demonstrate the critical information. The 15-minute program length is chosen here for convenience to illustrate cost. However, keep in mind that a viewer's attention span for general information is limited. A program longer than 15 minutes requires exceptional presentation to assure the message will be absorbed by the viewer.

A more elaborate documentary style uses visual effects and/or computer graphics to provide smooth transitions from topic to topic. Using this "news magazine" approach, a 15-minute show will cost \$2,860 to \$8,580. Again, the number of videotaping locations is a critical cost factor.

The most costly approach to a documentary program requires combining digital video effects and computer generated images to enhance program information transitions. It will cost from \$5,460 to \$13,520 to produce a 15-minute program in this "Entertainment Tonight" or "MTV" style.

<u>15-Minute Documentary Pricing</u>	
I. Hard-News Style	Cost Range
On-location videotaping 1-5 days (4-20 sites)	\$ 630.00 - \$3,900.00
Hard-cut editing	\$ 520.00 - \$1,040.00
Music and Title Mix	\$ 130.00 - \$ 260.00
Total Cost Range	\$1,280.00 - \$5,200.00*
II. News-Magazine Style:	Cost Range
On-location videotaping 1-5 days (4-20 sites)	\$ 630.00 - \$3,900.00
Visual-effects editing	\$1,040.00 - \$2,600.00
Computer graphics	\$ 520.00 - \$1,040.00
Music & Title effects mix	\$ 520.00 - \$1,040.00
Total Cost Range	\$2,710.00 - \$8,580.00*
III. “Entertainment Tonight” or “MTV” Style:	Cost Range
On-location videotaping 1-5 days (4-20 sites)	\$ 630.00 - \$ 3,900.00
Digital video-effects editing	\$1,560.00 - \$ 4,160.00
Computer imaging	\$2,080.00 - \$ 3,900.00
Music & Title effects mix	\$1,040.00 - \$ 1,560.00
Total Cost Range	\$5,310.00 - \$13,520.00*

*Does not include captioning, talent, tape stock or duplication costs.

Digital video effects and computer imaging are costly program enhancements, but they can (if used effectively) serve to secure and hold the viewer's attention. “Media-age” video viewers are very sophisticated, and video programs must look like “real TV” if they are expected to keep viewers' attention. Commercial television is stiff competition. It rarely makes mistakes and usually entertains viewers. In short, an educational/instructional video program must *inform* in an *entertaining* manner. In reviewing these cost ranges keep in mind that cost fluctuates independently in each category. In other words, less time spent in production on location will allow more computer imaging or effects editing for the same amount of cost. Conversely, less effects editing or computer imaging will allow more on-location videotaping.

An effective video training program can be produced to meet its objectives using simple to elaborate media support. Accordingly, the cost of a program can range from frugal to expensive. The completed Video Program Description Worksheet (pg. 8) will provide the basis for developing time and cost estimates and a production schedule.

USING PROFESSIONAL TALENT

Using professional talent is often essential to provide a polished program “look.” Unless organization staff are comfortable with performing in front of a camera, they should not be used. If real-life dramatization is a critical element in presenting program information, then professional talent should be used. Unprofessional acting will distract from the program message and may provide an element of humor where none is intended. Cost to use professional talent will range from \$40 to \$100 an hour based on the mid-Missouri market rates.

Generally, local talent is very professional and can accommodate all production requirements from dramatic scenes to program spokesperson. However, a program may require on-camera talent and audience recognition capability that will require the use of talent from the major metropolitan areas.

Most not-for-profit programs can make use of sports personalities as a public service, free of charge, on a per-request basis.

PUBLIC SERVICE ANNOUNCEMENT (PSA)

A **Public Service Announcement (PSA)** requires almost as much time as a documentary to prepare computer graphics and visual-effect transitions for editing. The actual execution of a PSA takes little time. Preparation is the driving

factor in production cost. Additionally, the number of visual-effect edits are proportionally greater in a PSA. Where an edit might occur every 5 to 20 seconds in a 15-minute documentary, there may be an edit every 1/2 to 3 seconds for a 30-second PSA. Visuals must be passed more quickly in a PSA to keep the viewers' attention, and they must cover critical information in a shorter period of time. The consequence is that more time is spent on preparing the visual presentation of the information. Production costs are generally about half the documentary rate. Within the three levels of production, (low, medium and high) cost can range from \$825 to \$8,175. Videotaping on location is a major cost factor. If videotaping in the studio will suffice, several hundred dollars can be saved from total cost — assuming most PSA work on-location takes from one-half to two full days.

A PSA should be hand-delivered to each television station to ensure good air time, and to provide a contact person to assist with developing community awareness feature stories in support of the PSA information. Frequently, a PSA includes an offer to provide more information about the PSA topic. Such offers usually result in more extensive news or feature coverage and usually result in many phone calls and letters to the sponsoring agency. Agencies should anticipate the additional workload and make arrangements to respond to the requests.

<u>Public Service Announcements Prices</u>	
I. 30 or 60** Second PSA with Hard-Cut Editing	Cost Range
On-location videotaping 1/2-2 days (2-8 sites)	\$400.00 - \$1,560.00
Hard-Cut editing	\$130.00 - \$ 520.00
Music & Title mix	\$ 65.00 - \$ 130.00
Total Cost Range	\$595.00 - \$2,210.00*
II. 30 or 60-second PSA with Visual-Effects Editing	Cost Range
On-location videotaping 1/2-2 days (2-8 sites)	\$ 400.00 - \$1,560.00
Visual-effects editing	\$ 520.00 - \$1,040.00
Computer Graphics	\$ 65.00 - \$ 260.00
Music & Title effects mix	\$ 130.00 - \$ 260.00
Total Cost Range	\$1,115.00 - \$3,120.00
III. 30 or 60-second PSA with Digital Video Effects and/or Computer Imaging	Cost Range
On-location videotaping 1/2-2 days (2-8 sites)	\$ 780.00 - \$1,560.00
Digital video-effects editing	\$1,040.00 - \$2,080.00
Computer imaging	\$ 520.00 - \$1,040.00
Music & Title effects mix	\$ 520.00 - \$1,040.00
Total Cost Range	\$2,860.00 - \$5,720.00*

*Does not include captioning, talent, tape stock or duplication costs.

**Most commercial television stations prefer 30-second PSAs. They will give this length much more air-time than a 60-second version.

DEVELOPING A VIDEOTAPED OR LIVE TELECONFERENCE

The sizable costs of travel, accommodations and lost hours at work make having statewide meetings an expensive proposition. Teleconferencing, or meeting via satellite, provides organizations with an alternative method of communicating the same information while offsetting some of the costs. LETS offers a wealth of experience in teleconferencing. Teacher training, staff training, special expert presentations and educational courses are just a few examples of the teleconference applications LETS can deliver either live or videotaped. DESE has become increasingly concerned about reducing the amount of time educators are away from the classroom or workplace for meetings and reducing staff inservice costs for local school districts. All state agencies have been concerned about containing costs associated with providing inservice training in the field. Teleconferencing has become an attractive solution for both of these concerns. Teleconferencing, whether videotaped or live, allows one workshop to provide inservice for the entire state.

This reduces staff travel expenses and ensures consistency in information and emphasis. Inservice workshops via satellite can be scheduled after the workday or on weekends, allowing staff to stay on the job, avoiding substitution or down-time costs, and reduce or eliminate travel costs. The receiving site can make a videotape copy of the teleconference to share with new staff and use as a resource to reduce procedural questions referred to the agency.

The variables that affect the cost of video production and teleconference you wish to produce must all be considered in determining what type of format will best serve your project needs. Within a particular format, the cost of the final product will be determined by the amount of time taken in “collecting” information onto videotape, as well as editing a program that contains only critical information. Generally, a video can be produced from a single script at a low, medium or high cost level. By comparing the effective communications value to budget availability, the correct cost level can be established for your program.

VIDEOTAPED TELECONFERENCES

There are three production formats to be considered for inservice teleconferences. In the simplest format, a presenter gives a videotaped lecture presentation to a camera. This is often called the “talking head” approach. This format is very static, but can be effective if the presenter is dynamic. If the presenter is well-prepared and can provide a script to follow, close-ups of charts or photos can be inserted with another camera as the presenter speaks. Under ideal circumstances this method requires no editing, making it very cost effective. However, usually some editing is required to pick up a missed visual close-up, to compress the length of the presentation, and to edit out mistakes. So, a one-hour “talking head” teleconference typically will cost from \$1,055 to \$1,762.50 including satellite transmission costs.

The second teleconference format features the presenter using more complex visual aides such as slides, overheads, or electronically generated computer graphics, such as Microsoft PowerPoint slides, to emphasize key points. With the exception of some flipchart work, the visual support is edited onto the tape after the presenter is finished. Additional editing is required to provide transitions in and out of the visual aides. This format requires more preparation time, more taping and more editing time, resulting in production and transmission costs ranging from \$2,130 to \$3,430.

Additionally, previously produced video segments or computer graphics can be inserted into the program as audiovisual support. A five- to seven-minute hard-cut edited segment that requires on-location videotaping for one day will average \$1,100. It is more cost effective to tape at more than one site within an area.

A well-planned, one-day videotaping can yield up to four edited segments for an average total cost of \$2,800. This means editing the four segments from a one-day shoot costs only about twice as much as the one edited segment would have cost. Computer generated graphics can be used as an alternative to on-location videotaping.

These visual aides are costly due to the amount of time required to create them. However, the time and money may be well spent in order to visually portray growth and change information with bar graphs or pie charts, for example. Also, visual effects editing, which make transitions in and out of videotaped segments and/or computer graphics, will increase production costs. This approach will range from \$3,170 to \$6,810. Clients can cut costs considerably by using a computer slide show program, such as Microsoft PowerPoint, to pre-produce visuals in-house and have them included in their videotape.

A taped inservice program can be distributed by mailing out videotapes if timeliness and simultaneous participation are not important factors. Transmission expense would be subtracted from cost estimates and duplication and shipping of VHS copies at a cost of \$2.20 to \$13.25 per copy (depending on tape length) would be added.

LIVE TELECONFERENCE FORMATS

A simple live teleconference — whether or not it provides for viewer participation — requires more preparation for production. Because mistakes cannot be edited, the program producer must know “what” and “when” visual support will be used and conduct a full rehearsal before going on the air. Although this doubles studio production costs, editing costs are eliminated. A one-hour teleconference format will range in cost from \$1,090 to \$1,350, including the cost of transmission.

Most live teleconferences include an interactive segment in which viewers phone in questions to be discussed on the air. This format usually includes previously-taped segments to provide visual support for the presenter. Videotaped segments often provide the opportunity for a subject-matter expert, who may be unavailable to participate on the scheduled day, to appear on the program. Previously-taped segments can also be a cost-effective means of sharing input from several speakers in a short period of time without requiring them to be present in the studio at the same time.

Producing and transmitting a teleconference with videotaped segments will range in cost from \$2,390 to \$3,950. The most complex format for live teleconferencing will include segments videotaped on-location, computer-generated graphics, and previously-taped guest presenters, used in various combinations. Additional visual effects editing is required to blend the taped segments into the live program. Extra rehearsal time is required to ensure that taped segments are inserted into the program at the right time. This format would also include viewer interaction segments. Production and transmission will cost from \$3,430 to \$7,070.

A combination of previously-taped information with a live question and answer segment can be a more effective way to provide inservice. This format more closely resembles a “real” workshop setting by providing immediate feedback to the participants.

Teleconference Pricing	
I. Videotaped with On-camera Visual Support:	Cost Range
Studio production	\$ 130.00 - \$ 260.00
Hard-cut editing (limited)	\$ 390.00 - \$ 780.00
Transmission facility and satellite channel	\$ 535.00 - \$ 722.50
Total Cost Range	\$1,055.00 - \$1,762.50*
II. Videotaped with Visual-Effects Added:	Cost Range
Studio Production	\$ 260.00 - \$ 520.00
Visual-effects editing &/or Computer graphics productions	\$1,040.00 - \$2,080.00
Transmission facility and satellite channel	\$ 535.00 - \$ 722.50
Total Cost Range	\$1,835.00 - \$3,322.50*
III. Videotaped with Feature Segments, Digital Video-Effects Editing and/or Computer Imaging:	Cost Range
Studio production	\$ 260.00 - \$ 780.00
On-location videotaping &/or Computer graphics production	\$ 520.00 - \$2,600.00
Digital Video-effects editing	\$1,560.00 - \$2,600.00
Transmission facility and satellite channel	\$ 535.00 - \$ 722.50
Total Cost Range	\$2,875.00 - \$6,702.50*
IV. Live and Interactive with On-camera Visual Support:	Cost Range
Studio Production	\$260.00 - \$ 520.00
Transmission facility and satellite channel	\$535.00 - \$ 722.50
Total Cost Range	\$795.00 - \$1,242.50*
V. Live and Interactive with Pre-produced Visual-Effects Added:	Cost Range
Studio production	\$ 520.00 - \$1,040.00
Pre-produced Visual-effects &/or Computer graphics production	\$1,040.00 - \$2,080.00
Transmission facility and satellite channel	\$ 535.00 - \$ 722.50
Total Cost Range	\$2,095.00 - \$3,842.50*
VI. Live, Interactive with Feature Segments, Digital Video-Effects and/or Computer Graphics Added:	Cost Range
Studio production	\$ 520.00 - \$1,040.00
On-location videotaping &/or Computer graphics production	\$ 520.00 - \$2,600.00
Pre-produced Digital video-effects editing	\$1,560.00 - \$2,600.00
Transmission facility and satellite channel	\$ 535.00 - \$ 722.50
Total Cost Range	\$3,135.00 - \$6,962.50*

*Does not include captioning, talent, tape stock or duplication costs.

The descriptions provided of teleconference costs are to provide reasons why there is not a single answer to the question, “How much will it cost?” — until program content is decided. An effective teleconference can be produced using simple to elaborate media support. Accordingly, the cost can range from frugal to expensive. The completed Video Program Description Worksheet will provide the basis for developing time and cost estimates and a production schedule.

VIDEO NEWS RELEASE (VNR)

LETS has produced Video News Releases (VNRs) for clients including the Missouri Lottery, the Secretary of State's Office, the Department of Health, the State Auditor's Office, and Legislative Video Information Services — and we can produce one for your not-for-profit organization or government agency as well! These news-style packages help organizations to maximize television coverage of newsworthy events. . . especially those events occurring in areas far from the nearest television station. LETS provides a full story package with a voice-over, or we provide b-roll (footage) and sound bites. Many organizations have used press releases for years to communicate news about their group. The VNR takes the notion of the press release into the satellite television age. Costs for a VNR include satellite channel time, satellite uplink use, tape stock, and any on-location videotaping and editing.

USING A TELEPROMPTER

A teleprompter is a device that allows a presenter's script to be displayed in front of a camera lens, allowing the presenter to maintain eye contact with the viewers while delivering prepared comments. Teleprompting has an advantage over extemporaneous speaking because it helps presenters be more concise and articulate. This is an important consideration when program length is a constraining factor.

The disadvantage of teleprompting is a tendency to make presenters appear less relaxed. It is often said a teleprompter makes presenters look like they are reading. Teleprompting without practice makes it difficult for some persons to deliver their lines in a pleasant style that holds the viewers' attention. It is recommended that a presenter try using a teleprompter before deciding which delivery method works best. For these reasons, using a teleprompter should be avoided in a live program unless the presenter has had considerable experience.

CLOSED CAPTIONING

The Americans with Disabilities Act guidelines require that Closed Captioning be made available on all programs for public viewing within a reasonable amount of time after a specific request is made. The cost for Closed Captioning varies with the type of video program being captioned. A 30-second PSA averages about \$45, a 15-minute documentary averages about \$75, and a one-hour teleconference will average around \$175. These prices vary depending on if a script on diskette is available to us or if the program needs to be transcribed. The Americans with Disabilities Act guidelines require that Closed Captioning be made available on all programs for public viewing within a reasonable amount of time after a specific request is made.



VIDEO PROGRAM DESCRIPTION WORKSHEET

Please consider the following when contacting LETS regarding a video production of any kind.

Program Title _____

Requesting Section or Agency _____
(Must be state agency or not-for-profit organization)

Program Audience _____

Program Purpose _____

Program Objectives _____

Program Format _____

Program Evaluation Plan _____

Budgeted Program Cost Range _____

Program Deadline _____

For additional information on the LETS facility, staff or a videotape containing examples of production formats, please contact our office at:

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P.O. Box 480 • Jefferson City, Missouri 65102-0480

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Toll Free: (877) 628-1678

Fax: (573) 526-6793